



**3RD MEETING
TOURISM SUBGROUP**

MEETING MINUTES

**AUGUST 12TH, 2010
1:00 PM**

**HILTON VIRGINIA BEACH
Virginia Beach, VA**

Subgroup Members Present:

John Langlois
Ann Heidig
Pat Jones
Daphne Reid
Bruce Thompson

Subgroup Members Absent:

Lisa Gable

I. Call to Order

Bruce Thompson, Chair, called to order the 3rd meeting of the Tourism Subgroup at 1:23 PM on August 12th, 2010 at the Hilton Virginia Beach.

II. Roll Call

Members and staff made quick introductions. A quorum was present.

III. Minutes

Official meeting minutes from the 2nd subgroup meeting were reviewed and passed.

IV. Discussion from Subcommittees

Film - increase tax credit amount and accessibility, need to emphasize that we are not paying film companies to film here, but incentivizing them instead

Wine – county land use restrictions are a significant issue, happy with state support, need help with marketing and incentivizing growth, tax credit or matching grant program to help with start up costs and expansion, encourage rural development, Missouri model, rural area tourism tax credit, include in the tax credit getting signage the biggest headache, over \$5K just to get initial signage, VDOT create a marketing/signage guide just for wineries, incorporate into marketing and product subcommittee

Marketing – Virginia Is For Lovers Brand Initiative, chief marketing officer (housed in VTC and reports to a Cabinet secretary) and committee who would set and review standards for brand marketing, trying to collect resources and streamline, no weeding through ad campaigns, collaborative campaign across Virginia, buy in model

Product – assessment of needs around the state, ongoing surveys, early findings are showing marketing needs to market areas and communities, look into the possibility of a 3rd bond referendum for the parks

Finance – tourism development fund, capital for tourism development projects, tourism not currently considered an economic development activity

V. Adjournment

The meeting was adjourned at 5:20 PM.